

Director of Communications

Position Description

The Governor's Office of Early Childhood Development (GOECD) leads the State's initiative to create an integrated system of quality early learning and development programs to support Illinois' vision:

We envision Illinois as a place where every young child – regardless of race, ethnicity, income, language, geography, ability, immigration status, or other circumstance – receives the strongest possible start to life so they grow up safe, healthy, happy, ready to succeed, and eager to learn.

The Director of Communications is responsible for developing and implementing communication and dissemination strategies to maximize the effectiveness of GOECD's funded initiatives.

Reports to: GOECD Executive Director

Essential Duties and Responsibilities

- Lead GOECD's dissemination implementation strategies

The Office of the Governor (GO) is an equal opportunity employer committed to a diverse workforce. In compliance with the Americans with Disabilities Act and the Illinois Human Rights Act, the GO must ensure that the employment process is accessible to persons with disabilities. Specifically, these laws require that the State provide reasonable accommodations upon request by individuals participating in all steps of the employment process. This includes the State of Illinois interview process.

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- Define dissemination goals and objectives for PDG B-5 deliverables
 - Develop strategies to identify and engage with target audiences
- Develop and implement GOECD's internal and external communications strategy
 - Create project flow to support communication between project leads and partner/vendors
 - Maintain the strategy for, and build-out of, the GOECD website
 - Create and send communication to statewide distribution lists on behalf of GOECD
 - Manage the gov.oecd@illinois.gov email address for inquiries from the external stakeholders
 - Develop and oversee plan for communications, both operational and about grant activities, between GOECD and the Governor's Office
 - Serve as point of contact for media
 - Ensure adherence to GOECD Brand Guidelines
 - Proofread all public facing materials prior to dissemination
- Manage communications and logistics for three state-wide groups: the Illinois Early Learning Council, the Illinois Early Learning Council Executive Committee, and Early Childhood Inter-Agency Team
 - Disseminate information on behalf of the Illinois Early Learning Council, Illinois Early Learning Council Executive Committee, and Early Childhood Inter-Agency Team
 - Coordinate with members of statewide councils and committees on meeting content and logistics to ensure successful and productive meetings
 - Ensure compliance with the Open Meetings Act
- Manage vendor relationships
- Lead the statewide Early Childhood Enrollment Campaign efforts, including a digital/traditional marketing plan and the rollout of Ready4K, an evidence-based text messaging platform for families

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- Oversee the Infant/Early Childhood Mental Health Consultation public awareness campaign led by the Project and Communications Coordinator
- Supervise the Project and Communications Coordinator

Qualifications and Requirements

- Master's Degree from an accredited college with a degree in Social Work, Psychology, Early Childhood Development, Early Childhood Education, Public Policy, Communications, Public Relations, Journalism or related field
- 5+ years of hands on experience in advertising/marketing, project management, and/or coordinating top level decision makers
- Prior experience developing and implementing communication and dissemination plans
- Experience in leading, coordinating, or facilitating a team of diverse stakeholders
- Knowledge of office management systems and procedures, such as WebEx, Microsoft Teams, and Zoom to support virtual meetings
- Advanced computer skills including proficiency in Microsoft Office Suite, and email marketing software programs (e.g. Constant Contact)
- Experience with Hypertext Markup Language (HTML) is preferred

Competencies

- Commitment to the GOECD's vision and mission
- Works to operationalize an equity lens, with the goal of eliminating racial inequities throughout the early childhood system; will cultivate equitable practices across all aspects of job function
- Strong knowledge of communication practices and techniques
- Attention to detail and proofreading skills

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- Comfortable working on and delivering messages through a variety of platforms
- Ability to communicate with diverse stakeholders both orally and in writing
- Strong written, verbal, interpersonal and digital communication skills
- Technological ability to work on a variety of digital platforms
- Ability to synthesize complex topics for varied internal and external audiences
- Understands the nuances of communications messaging hierarchy for community members, internal audiences, external stakeholders and state leaders
- Excellent organizational skills and ability to multitask and prioritize projects while working on a deadline or in a fast-paced environment (including remotely)
- Ability to lead in a collaborative, fast-paced environment to produce high-level, brand-driven content

This is an at-will, grant-funded position with an anticipated end date of December 30, 2022, with the possibility to extend if the grant is renewed.

Send Cover Letter and Resume to: Governor's Office of Early Childhood Development c/o GOV.OECD@Illinois.gov

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